

LONG-TERM CARE REFORM

Request for Information/Proposals

Response submitted by

DIRECT REPORT

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Attachment B

STATEMENT OF INTEREST – Statewide Long-Term Care Reform

DIRECT REPORT Tracking System

Organization name

Direct Report

Contact Person

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Brief Description

At Direct Report the ultimate goal is to bring service innovation, which results in a program and system that runs effectively and efficiently. This new service will maximize funding resources, quickly collect important specific data, bring needed accountability, add security for both providers and consumers and enhance the needed infrastructure of Home and Community Based Services.

Direct Report has identified the potential need for a computer application which will allow those who pay for home based community care to confirm that appropriate services are being provided. The Direct Report concept is to do this with a system that tracks caregivers at the beginning and the end of their assignment. Organizations that implement this system will improve the quality of care and decrease cost through a reduction of false time reporting.

Direct Report will collect data through this system with details on what services are being provided. Currently, this data is not being gathered by available technology and capturing this data alone would have great value. Direct Report's infrastructure will collect and organize vast amounts of data such as demographics, type of population, types of service providers, rates charged for similar services, etc.

This essential information tool will be vital in planning future budgeting, services, and funding. It allows comparative analysis of the same services by cities, counties and states. The natural outcome of such well-organized data is improvement in efficiency, reduction of costs by eliminating redundancies, improvement in future financial planning, and the affordability of additional necessary services.

Patricia Westphal, the founder of the company identified the data gathering problems and created the Direct Report system as a cost-effective answer to them. She has over 20 years of experience in the home health care field. In July of 1997 she developed Athena SPS, LLC, a business that serves the disabled and aging population. This corporation built and manages White Birch Terrace, an eight bed CBRF. As CEO, she has gained a great deal of knowledge about the full spectrum of long term care.

It's significant to note that she has been disabled all her life, and has several family members who have become disabled. As a result, she has first-hand experience of important issues

regarding consumer directed care. She advocates for the disabled community, both as a member and as a participant in the political process.

Direct Report is currently a Limited Liability Corporation and will be incorporating in the State of Wisconsin as a Sub-Chapter S corporation. The management team will initially be comprised of three senior level executives including Ms. Westphal.

Interest in Planning and Implementation of Long-Term Care Reform in Wisconsin

There are many issues that surround long term care for the aging population, and it is daunting when we realize that within the next twenty years the need for such services will double. According to the National Health Care Expenditures Projections Report 2003-2013, expenditures are projected to reach \$3.4 trillion by the year 2013.

The need for innovation within all areas of the long-term health care industry is vital. Over the years Home and Community Based Services has been growing significantly along with the growing population in need of care. Historically there has been much discussion and implementation of new programs, new technology, and renewed interest on the best means of providing quality care to more and more individuals.

At Direct Report our ultimate goal is to bring service innovation, which results in a program and system that runs effectively and efficiently. This new service will maximize funding resources, quickly collect important specific data, bring needed accountability, add security for both providers and consumers and enhance the needed infrastructure of Home and Community Based Services.

Direct Report is submitting this "Statement of Interest" to promote its mission of furthering the development of well designed statewide infrastructure within Home and Community Based Services to improve and maximize stewardship of funding resources. This new system will ultimately improve health care for all stakeholders and address the following problems in Home and Community Based Services:

- There is no consistent infrastructure which accurately measures specific in-home services.
- Provider accountability of time.
- Each region does not use the same measuring system for cost of specific service.
- Each region depends on the provider of in-home services for accountability and currently there is not a way of monitoring this.

Geographic Area of Interest

Direct Report would initially focus its service in the Milwaukee Metro Area but would expand throughout state regions.

Proposed Scope and Nature of the Program

The system being proposed by Direct Report will offer improvements to all groups affected by Long-Term Care reform.

Expected Benefits to:

Provider of Services Agencies

- * Lowers administrative cost
- * Supervision tool
- * Improves quality of care
- * Provides time record for easy payment
- * Serves as a mechanism to implement training programs

- * Improves the communication process with the worker

Medicare and Medicaid Federal and State

- * Specific data collection of Home Care Services
- * Better stewards of funding
- * Cuts the waste and lowers cost
- * Provides more funding for increasing population of need
- * Improves timely data collection
- * Provides important accurate statistics

Private Pay Individuals

- * Supervisory tool
- * Provides time record for easy payment
- * Cuts the waste and lowers cost

Long Term Care Insurance Companies

- * Provides time record for easy payment
- * Cuts the waste and lowers cost
- * Provides statistics

National and State Legislators

- * Timely and factual statistics on Home Based Care Services
- * Provides a tool to increase opportunities for other innovative care options

Consumer/Recipient of in-home care or community based services

- * Often vulnerable, the system offers a process to address their concerns
- * Supervisory tool
- * Improves quality of care

Other Comments

As our population grows older and becomes more vulnerable, we need to make wiser decisions about how to spend health care dollars. This system will automatically improve the quality of care and its cost by bringing accountability to every phase of home health care delivery. People with chronic health conditions and those with disabilities are the target population for in-home-services. Direct Report will provide the capacity to collect needed information, leading to higher quality programs and cost reductions in our health care system.

The groups that would be most interested in this project are consumers and the federal and state policy-makers, those in charge of funding and those organizations gathering home health care statistics. Consumers will be served as Direct Report provides a supervisory tool that will enhance timely service, improve quality of care, further independence and share the responsibility or risk. Direct Report will gather with key individuals from various technical and social program arenas at the federal, state and county levels, to assist in the design of this infrastructure to insure the system meets needs comprehensively. It is important to note that our benefits package will distribute risk, further individual consumer independence, provide a tool for accountability for the statewide implementation of this consistent cost-saving program.